



PTO/96-61 (12-97)

Approved for use through 6/30/03. OMB 0651-0293

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Docket Number (Optional)

11032/5

## REISSUE APPLICATION DECLARATION BY THE INVENTOR

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are stated below next to my name.  
 I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is described and claimed in patent number 5,948,081, granted Sep. 7, 1999, and for which a reissue patent is sought on the invention entitled METHOD OF DELIVERY, TARGETING, AND MEASURING

ADVERTISING OVER NETWORKS

the specification of which

 is attached hereto.

was filed on May 24, 2000 as reissue application number 09 / 577,798  
 and was amended on \_\_\_\_\_  
 (If applicable)

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I verify belief the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

- by reason of a defective specification or drawing.
- by reason of the patentee claiming more or less than he had the right to claim in the patent.
- by reason of other errors.

At least one error upon which reissue is based is described as follows:

We, the inventors, believe that pursuant to 37 C.F.R. 1.175, the original patent, No. 5,948,081, is partly inoperative by reason that we claimed more or less than we had a right to claim in the patent, in that the invention encompasses an advertisement selection technique other than that which was originally claimed.

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 0.5 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



PTO/92B/51 (12-97)

Approved for use through 6/30/00, OMB 0651-0013  
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## (REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2)

Docket Number (Optional)  
11032/5

All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant. As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Name(s)	Registration Number

Correspondence Address: Direct all communications about the application to:

 Customer Number

--



OR

Type Customer Number here

Place Customer Number Bar  
Code Label here

<input type="checkbox"/> Firm or Individual Name			
Address			
Address			
City	State	ZIP	
Country			
Telephone	Fax		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name)

Dwight Allen Merriman

Inventor's signature

Residence 421 Hudson St., Apt. 614, New York, NY 10014	Date 8-15-00
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Post Office Address 421 Hudson St., Apt. 614, New York, NY 10014	Citizenship US
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Full name of second joint inventor (given name, family name)

Kevin Joseph O'Connor

Inventor's signature <i>KJ</i>	Date 8/15/00
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Residence 115 Central Park West, #7B, NY, NY	Citizenship US
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Post Office Address 115 Central Park West, #7B, New York, New York 10023	
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Full name of third joint inventor (given name, family name)

Inventor's signature	Date
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Residence	Citizenship
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Post Office Address	
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 Additional joint inventors are named on separately numbered sheets attached hereto.



U. S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

**ASSIGNEE'S ASSENT  
UNDER 37 C.F.R. § 1.172**

Reissue Applicant  
Dwight Allen MERRIMAN  
et al

Reissue Application No.  
09/577,798

Docket Number:  
11032/5

Reissue Filing Date  
May 24, 2000

Patent Number  
5,948,061

Issued  
September 7, 1999

Examiner  
Art Unit  
DoubleClick Inc.

Invention Title  
**METHOD OF DELIVERY, TARGETING, AND  
MEASURING ADVERTISING OVER NETWORKS**

DoubleClick Inc., with an office at 450 West 33<sup>rd</sup> Street, New York, New York 10001, is the sole owner of the entire right, title and interest in and to U.S. Patent No. 5,948,061, as set forth in the Assignment recorded in the records of the U.S. Patent and Trademark Office on February 3, 1997 at Reel 8357, Frame 0650.

DoubleClick Inc., as the assignee of U.S. Patent No. 5,948,061, hereby assents to the filing of the Reissue application with regard to this patent.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

**DOUBLECLICK INC.**

Date: August 17, 2000

Elizabeth Wanz  
Name: Elizabeth Wanz  
Title: VP of General Counsel



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PTO/SB/24 (12-87)

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Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**REISSUE APPLICATION BY THE ASSIGNEE,  
OFFER TO SURRENDER PATENT**

Docket Number (Optional)

**11032/5**

This is part of the application for a reissue patent based on the original patent identified below.

## Name of Patentee(s):

Dwight Allen Marriiman and Kevin Joseph O'Connor

## Patent Number

5,948,061

## Date Patent Issued

Sep. 7, 1999

## Title of Invention

**METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS**

DOUBLECLICK INC. is the assignee of the entire interest in the original patent.

I offer to surrender the original patent upon issuance of reissue application serial number 09/577,798, filed on May 24, 2000.

 A certificate under 37 CFR 3.73(b) is attached.

I am authorized to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application, any patent issued thereon, or any patent to which this declaration is directed.

## Name of assignee

**DOUBLECLICK INC.**

## Signature of person signing for assignee

*Elizabeth Wanz*

## Date

Aug. 17, 2000

## Typed or printed name and title of person signing for assignee

Elizabeth Wanz, VP of General Counsel